

Template

Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Product School

There template feedback

PROJECT DESIGN PHASE 2

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the Steps row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

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	Entice	Enter	Engage	Exit	Extend
Stages Beginning, building, extending, ending a local city visit					
Steps What does the person's process typically experience?	Intentional placement Personalized content Product trial Editorial	Call to action Product trial Step feedback No process	Task completion Rating scale Alert on product usage	Review summary Rating	Review summary Rating Display value Dashboard
Interactions What interactions do they have at each step along the way? • Inputs: What do they interact with? • Places: Where are they? • Things: What digital touchpoints or physical objects need they use?	Mobile to mobile Mobile phone Digital touchpoints Digital touchpoints Digital touchpoints	Desktop to desktop Desktop phone Digital touchpoints Digital touchpoints Digital touchpoints	Mobile to mobile Mobile phone Digital touchpoints Digital touchpoints Digital touchpoints	Mobile to mobile Mobile phone Digital touchpoints Digital touchpoints Digital touchpoints	Mobile to mobile Mobile phone Digital touchpoints Digital touchpoints Digital touchpoints
Goals & motivations Overall step, what is a person's primary goal for this step? ("I hope..." or "I hope to...")	Business goals Business goals Business goals Business goals	Business goals Business goals Business goals Business goals	Business goals Business goals Business goals Business goals	Business goals Business goals Business goals Business goals	Business goals Business goals Business goals Business goals
Positive moments What steps does a typical person find enjoyable, productive, fun, relaxing, delightful, or meaningful?	Delightful Delightful Delightful Delightful	Delightful Delightful Delightful Delightful	Delightful Delightful Delightful Delightful	Delightful Delightful Delightful Delightful	Delightful Delightful Delightful Delightful
Negative moments What steps does a typical person find frustrating, confusing, annoying, or time-consuming?	Confusing Confusing Confusing Confusing	Confusing Confusing Confusing Confusing	Confusing Confusing Confusing Confusing	Confusing Confusing Confusing Confusing	Confusing Confusing Confusing Confusing
Areas of opportunity How might we research step better? What ideas do we have? What have others suggested?	Research Research Research Research	Research Research Research Research	Research Research Research Research	Research Research Research Research	Research Research Research Research

Need some inspiration?

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